

WHAT I CLAIM IS:

1. A computer network implemented method comprising the steps of:
  - determining, from consumer retail store preference data associated with a consumer's consumer identification, a store selection determination, said store selection determination indicating whether said consumer is likely to shop at a second retail store competing with a first retail store or whether said consumer is likely to shop at said first retail store;
  - determining, based at least in part upon said store selection determination, a first retail store incentive determination, said first retail store incentive determination indicating whether to transmit to said consumer an incentive offer to incent said consumer to shop at said first retail store.
2. The method of claim 1 wherein, if said store selection determination indicates that said consumer is likely to shop at said second retail store, said first retail store incentive determination indicates transmitting to said consumer an incentive offer to incent said consumer to shop at said first retail store.
3. The method of claim 1 further comprising transmitting said incentive offer to a client computer associated with said consumer identification.
4. The method of claim 1 wherein said retail store preference data includes at least one of retail store name selection, consumer frequent shopper membership data, consumer differential money amount data, consumer location data, and purchase history data.
5. The method of claim 1 wherein said retail store preference data includes retail store name selection.
6. The method of claim 1 wherein said retail store preference data includes at least one of

consumer differential money amount data and consumer location data.

7. The method of claim 1 wherein said store selection determination occurs during a communication session of a client computer and a server computer.
8. The method of claim 1 further comprising the step of transmitting from a client computer to a server computer data indicating said consumer identification a retail store name.
9. The method of claim 8 wherein said store selection determination is based at least in part upon said data transmitted from said client computer to said server computer.
10. The method of claim 9 wherein said store selection determination and said first retail store incentive determination occur during a communication session between said client computer and said server computer.
11. A computer network implemented method comprising the steps of:  
determining, from consumer retail store preference data associated with a consumer identification, a store selection determination, said store selection determination indicating whether said consumer is likely to shop at a second retail store competing with a first retail store or whether said consumer is likely to shop at said first retail store;  
depending terms of an incentive offer to incent said consumer to shop at said first retail store at least in part upon said store selection determination.
12. A computer network implemented method comprising the steps of:  
determining a relative cost for a consumer to purchase from a first retail store instead of a second retail store;  
depending a value of an incentive offer for said consumer at least in part upon said relative cost; and  
transmitting an incentive offer for said consumer to shop at said first retail store to a

client computer associated with a consumer identification for said consumer.

13. The method of claim 12 wherein said relative cost is determined based upon at least one of consumer frequent shopper membership data, consumer differential money amount data, consumer location data, retail store location data, and client computer transmission format data.

14. A computer network implemented method comprising the steps of:

determining a relative cost for a consumer to make an anticipated purchase from a first retail store instead of a second retail store;

determining a transaction value to said first retail store in obtaining said anticipated purchase;

depending an incentive value of an incentive offer for said consumer to shop at said first retail store at least in part upon said relative cost and said transaction value; and

transmitting an incentive offer having said incentive value for said consumer to shop at said first retail store to a client computer associated with a consumer identification for said consumer.

15. A method according to claim 14 wherein said transaction value depends upon at least one of a consumer product selection data, consumer generic food type selection data, consumer recipe selection data, and consumer purchase history data.

16. A computer network implemented method comprising the steps of:

determining, from client computer transmission format data and store name selection data associated with a consumer identification, a store selection determination for said consumer identification, said store selection determination indicating whether a consumer associated with said consumer identification is likely to shop at a second retail store competing with a first retail store or whether said consumer is likely to shop at said first retail store;

determining, based at least in part upon said store selection determination, a first retail store incentive determination, said first retail store incentive determination indicating whether to transmit to said consumer an incentive offer to incent said consumer to shop at said first retail store.

17. A computer network comprising:

means for determining, from consumer retail store preference data associated with a consumer's consumer identification, a store selection determination, said store selection determination indicating whether said consumer is likely to shop at a second retail store competing with a first retail store or whether said consumer is likely to shop at said first retail store;

means for determining, based at least in part upon said store selection determination, a first retail store incentive determination, said first retail store incentive determination indicating whether to transmit to said consumer an incentive offer to incent said consumer to shop at said first retail store.

18. A computer network comprising:

means for determining, from consumer retail store preference data associated with a consumer identification, a store selection determination, said store selection determination indicating whether said consumer is likely to shop at a second retail store competing with a first retail store or whether said consumer is likely to shop at said first retail store;

means for depending terms of an incentive offer to incent said consumer to shop at said first retail store based at least in part upon said store selection determination.

19. A computer network implemented comprising:

means for determining a relative cost for a consumer to purchase from a first retail store

instead of a second retail store;

means for depending a value of an incentive offer for said consumer at least in part upon  
said relative cost; and

means for transmitting an incentive offer for said consumer to shop at said first retail  
store to a client computer associated with a consumer identification for said consumer.